



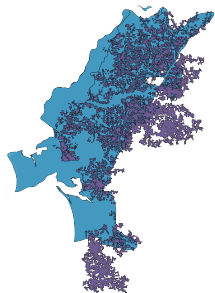
The Green Heart of Cork project

The Coca-Cola Portugal – APFCertifica PES case

Type:

Payment for bundle ecosystem services in voluntary market

- **Partner providing the service:** APFCertifica Group Scheme - Forests landowners formed an association and adopted sustainable forest management practices in order to receive Forest Stewardship Council (FSC) certification.
- **Beneficiaries:** Coca-Cola Portugal – Refrigere, beverage factory, located over the Tagus Aquifer (T3), consuming 500.000m³/year of groundwater.



Location: Portugal, Alentejo and Ribatejo regions

Services: Forest landowners committed to maintain good forest management practices within the 16.000 ha FSC certified areas. FSC certification places a strong focus in criteria related to biodiversity conservation and watershed protection. Approximately 600 hectares (ha) were considered to be of critical importance for biodiversity and water recharge of the aquifer T3 and therefore were considered High Conservation Value Areas.

HCV	High Conservation Value Areas (HCVA) identified by APFC (ha)
Seasonal Concentrations of Species	24,79
Watershed Protection	569,63



Financing and payment mechanism:

Coca-Cola paid 17€/ha to the APFC forest landowners, in the 600ha identified and classified as HCV, located in sensitive areas for water recharge of aquifer T3 and certified by FSC.

o The project

The service was established under the initiative “Green Heart of Cork” that was developed by WWF Mediterranean in Portugal. It aims to promote and develop the PES voluntary market for the world's largest area of cork oak woodland which is located over the largest Iberian aquifer (T3).

This project used the HABEaS WebGIS (www.habeas-med.org) to gather information on HCVAs in the target area. This tool makes publicly available information on biodiversity (e.g. protected areas, threatened species, endemic species, etc) and ecosystem services (e.g. carbon storage, location of main aquifers and recharge rates).

The Forest Producer Association APFCertifica is FSC certified and a member of the WWF Iberian Forest and Trade Network. WWF annually monitor APFCertifica HCVAs and helps the association to improve their management plans.

WWF mediated the partnership between Coca-Cola and the Forest Producer Association APFCertifica.

